

Strategic Focus Area

Enhance Student Pipelines, Scholarship Funding, and Website presence efforts to more effectively attract, recruit, and retain a more diverse group of medical and graduate students.

Specific Area:

Student Pipelines: Long Term: Create sustainable pipeline program(s) that will provide the opportunity for underrepresented minority students to be exposed to careers in medicine, healthcare and/or research.

Short Term: Establish a list of partners that would be involved in the development of pipeline programs, including those associated with the School of Medicine, University of South Carolina and community partners (secondary schools, HBCU's, hospitals, etc.)

Scholarship/Incentives: Long Term: Increase the amount of scholarship funding and incentives available for students who are underrepresented in medicine and/or in graduate/professional programs.

Short Term: Partner with the Development Office to create videos/information for highlighting URM students/alumni who have received and benefited from scholarships. Utilizing "highlights" of students in marketing campaign that targets alumni who are from URM categories - -requesting their support of scholarship initiatives.

Website: Long Term: Update and enhance the School of Medicine website so that information related to prospective students and specifically underrepresented students/scholarships is more easily assessable and updated pictures are more reflective of our medical/graduate students.

Short Term: Work with Communications/Website area of the SOM to recommend changes/updates to pictures/ images/videos and website layout to enhance our outreach to students